

Bismarck Hockey Boosters Board Agenda

Tuesday, Sep 12, 2023 @ 5:30 PM

The Pier

Board Members Present:

Ian McDonald
Kyle Leftwich
Joe Gusaas
Joel Roloff
Jackie Ressler

Other Members Present:

Mikayla Jablonski-Jahner
Jamie Nelson
Mario Lamoureux

Absent:

Brad Thompson
Layne Sedevie

Call to Order

1. **Parks and Rec Update - Dylan Thiem** – No Update
2. **Old Business**
 - a. August Meeting Minutes have been approved and published.
3. **Program Updates**
 - a. **Executive Director - Mikayla Jablonski Jahner**
 - i. Questions on ED Summary
 1. Intro started tonight – We currently have 146 players registered for Intro to Hockey so it's almost full! Our first session is September 12. Sherry is again running this for us, with the help of some of her folks and our high school helpers. We will pay her for the time and the estimated cost is around \$3,000.
 - a. Mikayla brought her skate sharper to the rink.
 - i. The club should think about investing in one to have at the rink.
 - b. We had a lot of extra gear left over from previous year and that was not checked prior to ordering for this year. An inventory will be taken before we order anything else.
 - i. Mario is checking into costs of the equipment to see if we could save some money next year.
 - c. Will send a next steps email in a couple weeks.
 2. Length of Pre-Weeks – 8 weeks (4 in the past)
 - a. Quinn did a great job.
 - b. Dryland is really beneficial, and the puck handling is going well.
 3. Bantom checking Clinic will be held September 25 and 27.

4. Home Tournament registration opened on June 1. As of today, we have the following:
 - a. Pee wee B: 11 (would like to hit 12)
 - b. Pee wee B1: 3 (would like to hit at least 6)
 - c. Squirt B: 15 (would like to hit 16)
 - d. Squirt B1: 7 (would like to hit 8)
 - e. 10UB: 12 (FULL)
 - f. 12UB: 4 (would like to hit at least 6)
 - g. Bantam B1: 5 (would like to hit at least 6)
 - h. Bantam B: 6 (would like to hit 8) Talking with Canada about tournaments and games
5. Girls Retention Committee Meeting was held to discuss what we would do with the girls' teams. Options were discussed including co-oping with Mandan, bringing up 12U girls, and forming a 13U team.
 - a. Mikayla and Mario talked to Mandan, and they are not open to co-op and the Retention Committee agreed.
 - b. Through discussions with Mario and the Retention Committee it was decided they would pull up a few of the top 12U girls to contribute to the 15UA team and then pull up the top girls in the next level (bubble between 12U A and B) to contribute to the 15UB team.
 - c. There was also discussion about the lack of goalies for girls.
 - i. We need to invest in our girl goalies. This would maybe include goalie gear and extra sessions with Goal Robbers.
 - ii. Talked with Goal Robber and they will host a Girls Try a Goalie for a Day.
 - iii. Could we also have a recurring training night at Goal Robber for just girls.
 - iv. Checking on used equipment to purchase.
 - d. Ice Rental Agreement
 - i. \$80,000 increase from last year.
 - e. Concessions
 - i. Employee is happy to help with the managerial duties but will not be on call every weekend. Still looking for a Concession manager at this time.
 - f. Away Tournaments: Mario and Mikayla have reviewed this, and they are awaiting a response from St. Michael's and Brandon yet. Brandon did let our PAA in, but they have not let Mikayla know on the BAA. PAA should be good on tournaments and if we can get both of these for BAA, we should also be good with them as well. If not, we will have to just rely on scheduling a ton of exhibition games. Mikayla had reached out to Sioux Falls about swings down there and up here but that didn't seem to work out for them this year so now she will reach into Minnesota after we get some league scheduling done.

- g. Fall Meeting is this weekend – scheduling is the main focus during these two days.
- h. Financials through July are attached.
- i. Destination Development Grant was submitted. We requested \$5,000,000 to go towards a multi-purpose event center. The proposal included two ice rinks, a turf field, a gymnastics center, dryland facility, apparel/pro shop, restaurant, and bar. We had support from BGA, Bricks Venom Soccer, BFSC, CVB, FIBT, Starion, BMLA, and Lamoureux Hockey, along with a private investment group. The purpose of the grant funds is to attract tourism and create revenue for the state.
 - i. November 1st decisions will be made about it.
- j. Cost Cutbacks:
 - i. Mikayla is continuing to look at costs and making sure we are getting the best possible prices when it comes to jerseys, medals, trophies, supplies, etc. so we can cut down on expenses. Mario came on board and also did the same thing – he has ordered pucks and saved us over \$1,000 just on that. He also thought some of the equipment costs in the budget were high, so he is searching for better pricing. We also are not renewing some of the apps that were previously used, as he uses a different system, so we will save some money on that as well. This will be an ongoing discussion and continuously looked at as we order things in the future, including making sure we use the current inventory we have on hand.
 - ii. Mikayla also made some slight adjustments to some other areas as well this year, such as increasing tournament fees, increasing tournament teams, eliminating the processing fees from registrations, the sponsorship opportunities, and evaluating the concessions items and prices and this has an estimated additional revenue of almost \$100,000 for the club. Then the money market got established and we could see another \$25,000-\$30,000 as well. Again, I will continue to look at some of these areas and see where we could benefit from making some slight changes and seeing a positive result for our organization.
 - iii. Other avenues being addressed:
 - 1. Sponsorship Options
 - 2. Concession prices
 - 3. Processing Fees assumed by members.
 - 4. Money Market Account is up and running.
- ii. Committee Updates – (DIBS – committees have taken on those small tasks pre-season stuff. Events committee get their dibs and 1 registration – but they are on all year round. Still taking committee members)

1. Events:

a. Golf Tournament: Overall, we felt this was a successful event and we raised money for the club! We will start working on next year's tournament much earlier and get Prairie West booked for the date in early June.

i. Details:

1. Total Teams: 23
2. Corporate Sponsors: 4
3. Donations from FIBT for food, Bismarck Sign Co for signs, Duffy's for prizes, Farmer's Union Insurance for insurance for the Hole In One prizes, Adjust Life Chiropractic for golf balls for swag giveaway.
4. We donated hole sponsorships for our gaming sites.
5. Team income: \$10,800
6. Corporate sponsors: \$4,000
7. Games/mulligans/string: \$2,755
8. Donation: \$500
9. Expenses (food, drinks, prizes, green fees estimate): \$8,000-\$9,000 (need prize amounts from Kyle)
10. Overall profit (estimate): \$9,000
11. Huge thank you to everyone who helped pull this off!

b. Next Events:

- i. Kick Off Event
- ii. Pub Crawl of the Month
- iii. Tournaments
- iv. Melt Down – March 23 at the Pier
- v. Family Fun Nights
- vi. Girls Events

c. Fundraising Committee: We had our first Fundraising Committee meeting in August, and it went well. When we get a bunch of people together and start talking, lots of ideas come out and it's fun to see. It also gets people more invested in helping.

i. Sponsorships: We released the sponsorship packages this last month and overall had a great response so far. People contacted us about sponsoring numerous teams and other items, along with just making donations!

1. Termite Sponsorships:

- a. 15 out of 16 currently sponsored.
- b. Need to get the last one to order jerseys.
- c. We used to receive \$2500 for termite jersey sponsorships in the past but this has increased the sponsorships to \$12,000 for all 16 teams.

2. Mite Sponsorships:
 - a. Hollevoet requested to sponsor the mites again, so they are our sole sponsor for this year
 3. Outside of the termite sponsorships, we have not received any other sponsorships, but we did receive some donations. We also have not tried too hard for this yet, as we needed to fill those teams up first to get jerseys ordered.
 4. Mikayla is working on creating a list of all of people/businesses who have donated in the past, along with other business owners in our club so we have a good list to get started with. Once this is created, we'll start making some phone calls and visits to get people to support us.
- ii. Giving Hearts Day: After submitting our application last month for Giving Hearts Day, Jamie and Mikayla met with the gal who runs it to get all of our dates in line and get established on the website. We will have a training next week and then we will start amping up for the big event in February. We will need to receive \$3,000 in match (\$1,000 of it has already been obtained) in the next few months so if anyone has info on a business who would love to donate to us, let Mikayla know!
- d. Apparel: Mikayla has a spreadsheet going to help us to track the apparel vendors. We have received one new vendor for this season (she used to make things in the past for us) and Mikayla will be reaching out to the other current vendors to make sure we have the proper paperwork in place, and we have our commissions for those sales from last year. Going forward there will be a quarterly review of commissions and then an annual check on paperwork.
 - i. We will be seeking a vendor to be present at our tournaments and other events. We did discuss at the fundraising committee that we really should have someone in-house do apparel for us, as it is a large money-maker and something that would be sustainable income for our club.
 - ii. We will also be seeking a vendor or vendor(s) who can make some more unique items, such as number bracelets, lanyards, tumblers, jewelry, bows, etc.
- e. Advertising: Jamie and Mikayla have been sorting through the list of businesses for the dasher boards.
 - f. We are hoping to run the signs October-September going forward so the new signs are up in time for the new season.
 - g. Gun Raffle: Mikayla have sent the registration info to Lynette so she can start working on the lists for gun raffle handout. Mikayla

also spoke with Image Printing, and they are working on the tickets to be printed. We will run the handout alongside the jersey handout.

- i. Mikayla has also located the key to the drop box outside the BHB office so we can have people drop off tickets and checks there if they cannot make it to the hand-in night.
- h. Employee Meeting: We had our first employee meeting with Mario a few weeks ago and it went really well. A lot of discussion to just get Mario up to speed on how we have done things in the past, what are some changes we'd like to see made, everything that goes into getting the season ready, and more. Here are a few highlights....
 - i. Level Coordinators: Mike and Mario have been discussing this and are reaching out to people who may work well for each level.
 - ii. Tryouts: We discussed what these will look like, and we made a slight change to the schedule due to Mario's availability. He felt it was important for him to be present through all of the upper-level tryouts so we pushed them back a week. All registrants have been notified. Mikayla has scheduled the days/times and sent to Mike and Mario for review. Once they approve, I will release to our members. We will also sort through the groups and get the groups off to our members. Mario is also working on getting some info put together that we can put out to members on what to expect at tryouts and how teams will be formed.
 - iii. Coaches: We also talked about coaches at length and how each coach will be assigned to a team. Creating a better process for this, rather than just announcing it with the teams. And of course, non-parent coaches. Mario has retained two additional non-parent coaches for the upcoming season and that will continue to be a top priority.
 - iv. We will continue Employee Meetings the first Monday of each month so we can discuss upcoming events, needs, and checklists.
- i. Goalrobber: Mario and Mikayla met with Nate for Goalrobber. We discussed the upcoming tryouts and how Nate can help with those and also discussed him getting us our contract for this season. He will work on this and get it to us soon. He will also continue to take part in the coaches' meetings so Mario and him will work together to figure out best days/times for this.
- j. Other Miscellaneous Things:
 - i. Robby Glantz: Mikayla met with Robby and his schedule has been finalized. Jamie is working on setting

up the registration and we will get this sent off to members soon. He will be here October 19-22.

- ii. Parent Meetings: We have scheduled our parent meeting for Squirt/10U and up for September 17 at 6:00. This will be the first time we are holding it as one big group, but we think it will be received well, as many have kids in multiple levels and don't want to sit through hearing the same things over and over. Mario, Mike, Jamie and Mikayla will be there. We will also livestream this so people can watch it after the fact.
- iii. Coaches Meetings: We will get these scheduled once more coaches get signed up and we can see what we have for coaches.
- iv. Manager Meeting: Mikayla will get these set up for end of October, so we hit all the upper level teams. She is hoping to create a checklist and manual for them this year that makes it easier to do their job.
- vi. Office Furniture: Mikayla ordered all of the office furniture that we need for now. It should be here next week and then we can get that office cleaned up and make a better workspace for all of the employees. The budget was \$3,000 from last month and I ended up spending about \$1,500 so that was a win! The employees discussed not needing much but a space to sit and having meetings and set up a laptop once in a while so we didn't order much. Big thanks to Active Life Chiropractic for donating 2 file cabinets to us!
- vii. 10,000 Puck Challenge: We had a great response to the re-vamped 10,000 Puck Challenge. Jamie did great with getting kids engaged and wanting to see their picture on social media. Now that we have the list of those completed, we are working on ordering the shirts and trophies for everyone. Horizon Market has sponsored these. We'd like to then have a ceremony for the kids and hand out their trophies and shirts to them. We will also check with Parks and Rec about hanging a banner to list out who completed – makes other kids want to do it next year!
- viii. Pictures: Mikayla emailed with Platinum Photography about photos. We are working on finding a date that works for everyone but I am trying to coordinate with the Kickoff Events as well. More to come.
- ix. Sanford Impact Testing: Mikayla will be reaching out to Mike Salwei to get these sessions scheduled and set up for our kids at the beginning of November.

- x. Miquela Butz and Jeff Ball: Mikayla spoke to both individuals and they will both remain on to help with their same duties. We updated their contracts.

b. Hockey Director - Mario Lamoureux

- i. Tryout Schedule
 - 1. Will be scrimmages where Mike, Mario and a couple others (non-parent) will evaluate the kids.
 - a. Nate will come to evaluate the goalies. He will not pick the goalies but will give his expertise.
 - 2. First 2 days will be alphabetically and then the next days will be broke out by skill
 - 3. Perfect number for teams is 14

c. Treasurer - Ian McDonald

- i. July Financials
- ii. The money market (4.5%) account is open and \$1 million has been moved into the two accounts. Second Account is (4.1%).
- iii. Contingency Planning meeting was had with the board.

d. Hockey Committee - Layne Sedevie – No Update

e. Gaming Committee - Joel Roloff

- i. Building relationships with our gaming sites
 - 1. We want to follow our mission and get the money to the kids. We are giving equal amounts to the high school teams. We are giving to the infrastructure to get more rinks and build hockey.

4. **Public Comment:** Limited to Agenda Items, 5 minutes per person, Agenda Items to be approved prior to meeting, Board will respond at or before next scheduled board meeting

5. Agenda Items

a. Q and A with New Hockey Director Mario Lamoureux

- i. Mario's focus is on what is going on on the ice. Last year we had 1 non-parent coach in the club. We want to increase those number to bring in more experience. Increase knowledge for parent coaches so that we can have more productive practices. We want to make sure our ice touches are quality. He uses an App where he submits all his drills and practice plans. There are 3D demos so that the coaches can see and know what they should be doing. The coach will receive a practice package and it will run like a playlist.
 - 1. Are there ways to progress or regress the drills? Yes – that will be where Mario and the level coordinators will take a look and make adjustments. Kids can run the same drills as professions. It is just how to simplify for the specific level.
 - 2. How often will you be on the ice – I am not sure. I would like to dedicate time to each level. I don't think me being on and running each practice is a long term plan. I think it is getting the knowledge and skill to the coaches. By Mario training and working with the level coordinators and coaches is essentially him on the ice. He will read through the season to see how the kids are learning best and what adjustments need to be made.
 - 3. 10U girls will be given the options to play 10U or Squirts. His philosophy is put kids with the same talent together. 8U will have the option to just play girls too.

4. Is Squirt in House going the same as last year – yes but it will end 2 weeks earlier. No Rec leagues this year.
5. Breakdown of Squirts yet – we have not decided on that. Immediate thought is to keep it the same as PeeWee and Bantams. He just wants to make sure we are playing at the correct level.
6. What is the ratio of game to practice – the younger they are the more good ice touches. For every game the Bantams have – we want 3 practices. Same with Peewees.
7. Team Declarations yet? Bantams AA, A, B1 and 1 B, PeeWee AA, A B1 or 2 or 4B teams. Squirts A, 2B1 and 6 Bs
8. Will there be more in-depth positional – yes more positional 1/1 or ½ ratios for moving to resting. How many teams on the ice – they are still looking at this. 3rd sheet at VFW will help to spread the teams out. Mario suggestion some staggered start time to have some combined time.
9. Are we adding powerskating to practices? Yes – we have some drills to get them started in this for the first 15 minutes. Hunter from the Bobcats will be on to do powerskating.
10. Is there a thought to have 3 tiers of mites? Yes – I would like to do that. I think the kids in the middle don't get the development and get a little lost.
11. Are we doing cross ice or half ice for mites – I am not sure yet.
12. Who is deciding on the squirts travel teams? We will explore all options, hoping to use coaches and then Mario and Mike to make a final decision.
13. What would be the main idea to have 1 or 2 PeeWee b team – we want the kids to play at a competitive level, so that will decide where the teams end up.

For more of the Q&A check out the recording of the meeting on our YouTube channel at: <https://www.youtube.com/watch?v=F8bCFNhm4jU>

6. **Executive Session**
 - a. Ian motions to move to Executive Session
 - b. Joel seconds the motion.
7. **Leave Executive Session**
 - a. Joe motions to leave Executive Session
 - b. Ian seconds the motion.
8. **Adjourn**

FOR THE GOOD OF THE ORGANIZATION

2023-2024
(Actuals as of 07.31.23)

Income

Charitable Gaming Proceeds	\$	-
Bank Error	\$	0.25
Concession Sales	\$	-
Advertising Sales		
Direct & Indirect Public Support	\$	412.00
Fundraising Meltdown	\$	-
Foundation Income Received		
Government Grants	\$	-
Total Investments	\$	3,209.14
Merchandise Sales	\$	-
Program Fees	\$	177,782.61
Home Tournaments	\$	-
Special Events	\$	3,095.00
Total Income	\$	184,499.00

Material Expenditures

Cost of Goods Sold (Concessions)	\$	-
Casualty Loss & Theft	\$	-
Business Expenses	\$	295.95
Community Support (CIC Pledge)	\$	17,151.10
Charitable Gaming Payouts	\$	-
Commissions Paid (Concessions Profit Sharing)	\$	-
Accounting Fees	\$	1,876.74
Artwork/Design Services	\$	-
Coaching Fees	\$	-
Communication Fees	\$	-
Entertainment	\$	-
IT Support	\$	-
Legal Fees	\$	-
Athletic Training/Baseline Testing	\$	-
Officiating Fees	\$	-
Outside Contract Services	\$	-
Donated Facilities and Equipment	\$	-
Equip Rental and Maintenance	\$	-
Golf Tournament - Green Fees	\$	-
Rent, Parking, Utilities (Rink Rent)	\$	-
Meals and Entertainment (Coach Travel)	\$	-
Advertising and Promotion	\$	-
Coaching Education Program (USA Hockey)	\$	-
Continuing Professional Education	\$	-
Printing and Copying	\$	-
Processing Fees	\$	-
Registration, Entry Fees (Out of Town Tournaments)	\$	-
Supplies	\$	12.83
Telephone, Telecommunications (Phone, Ipads)	\$	86.58
Trophies, Awards, Medals	\$	-
Video Streaming Service	\$	-
Uniforms	\$	-
Fines and Penalties	\$	-
Malpractice Insurance	\$	-
Insurance - Liability, D and O	\$	-
Surcharge	\$	5,787.67
Memberships	\$	-
Worker's Comp	\$	-
Payroll Expenses	\$	17,724.64
Travel	\$	-
Total Expenses	\$	42,935.51

Total Other Income	\$	-
<u>Regular Operations Net Income (Loss)</u>	\$	141,563.49

<u>Charitable Gaming Net Income</u>	\$	-
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<u>Net Income (Loss) w/ Charitable Gaming</u>	\$	141,563.49
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